



41. An advertising method according to claim 40, further including carrying the indicia on a sheet and carrying the sheet within the cover for viewing the indicia through a transparent portion of the cover.

42. An advertising method according to claim 41, further comprising selecting material for the sheet from a group of sheet materials consisting of paper, plastic, photographic paper, and metal foil.

43. An advertising method according to claim 40, further comprising selecting the cover from a group of covers consisting of a sleeve, a plastic sleeve, a transparent sleeve, a rubber tube, and an adhesively backed sheet.

44. An advertising method according to claim 40, wherein the cover placing comprises partially enclosing the arm within the cover.

45. An advertising method according to claim 40, wherein the cover placing comprises fully enclosing a surface of a distal portion of the arm about a circumference thereof.

46. An advertising method according to claim 40, further comprising clamping the cover onto the arm.

47. An advertising method according to Claim 40, further comprising using an adhesive for attaching the cover to the arm.

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48. An advertising method employing a turnstile, the turnstile having a housing and at least one arm rotatably carried by the housing, the at least one arm having an arm proximal end operable with the housing and an arm distal end extending into a passageway adjacent the housing, the method comprising the steps of:

slidably attaching a sleeve only on the at least one arm distal end and spaced from the at least one arm proximal end for positioning within the passageway, the sleeve receiving the at least one arm therein;

carrying advertising indicia by the sleeve; and

positioning the indicia for viewing by persons moving through the passageway.

49. An advertising method according to claim 48, wherein the sleeve fully extends around a perimeter surface of the at least one arm.

50. An advertising method according to claim 48, wherein the sleeve partially extends around the perimeter surface of the at least one arm.

51. An advertising method according to claim 48, wherein the indicia is carried within the sleeve, and wherein the sleeve comprises a transparent portion for viewing the indicia therethrough.

52. An advertising method according to claim 51, further comprising a sheet having the indicia thereon, the sheet inserted within the sleeve for viewing the indicia therethrough.

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y34* **53.** An advertising method including a turnstile having an arm rotatably carried thereby for blocking a passageway, the method comprising the steps of:

displaying advertising indicia on the arm; and

viewing the advertising indicia by a person moving through the passageway.

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AA cont* **54.** An advertising method according to claim 53, wherein the displaying step includes the step of positioning the indicia so as to be in an orientation for viewing when the arm is blocking the passageway.

55. An advertising method according to claim 53, wherein the turnstile includes a plurality of arms rotatably operated therewith, and wherein the displaying step includes the step of positioning indicia on each of the plurality of arms so as to be in an orientation on one arm for viewing when the one arm is in a position for blocking the passageway.

56. An advertising method according to claim 53, further includes the step of sliding a tubular sleeve onto the arm, and having the indicia carried by the sleeve.

57. An advertising method according to claim 38, wherein the indicia displaying includes carrying the indicia on a sheet and attaching the sheet to the arm.

58. An advertising method according to claim 57, wherein the sheet is carried within a cover having a transparent portion for viewing the indicia therethrough.

59. An advertising method according to claim 57, wherein the sheet partially covers a surface of the arm distal portion.

60. An advertising method according to claim 57, wherein the sheet fully encloses a surface of the arm distal portion.

61. An advertising method according to Claim 57, wherein the sheet is adhesively attached to the arm distal end.

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Amend